



February 2016

Dear Conference Sponsor:

This year we will celebrate the Governor's Conference on Housing and Economic Development in Atlantic City on September 19 & 20, 2016.

We invite you to join us as a corporate sponsor, with the opportunity for increased name recognition:

- Free TRADE SHOW BOOTH in Sponsor's Row (\$600 value)
- Display of your COMPANY'S LOGO in the Trade Show
- Color DISPLAY AD in our conference program book
- Complimentary CONFERENCE TICKETS
- Distribution of COMPANY LITERATURE/PROMOTIONAL ITEMS
- And so much more!

Each year the Conference attracts an increasing number of public and private sector housing development professionals. Please take a moment to review the enclosed sponsorship opportunities and contact Stacy Spera at 609-292-9801 or Carmen Santiago at csantiago@njhmfa.gov or 609-278-7365 to confirm sponsorship availability. Sponsorships are limited so apply early. All logos and ads must be submitted by August 5, 2016.

Your support will ensure the success of our conference while providing you with increased visibility before our audience of housing development professionals.

Sincerely,

The JAHMA Foundation





SPONSORSHIP BENEFITS

MUST RECEIVE COMMITMENT, LOGO AND AD FOR ALL SPONSORSHIPS BY AUGUST 5, 2016.

LEVEL 1 SPONSORSHIP

PREMIER SPONSOR: \$25,000 (LIMITED TO 1)

- Display of company LOGO at VIP Reception and on signage located throughout Conference Center
- Display of company LOGO on conference portfolio giveaway
- Full-page, back cover or inside back cover color DISPLAY AD in conference program book
- Hanging of company BANNER in trade show area
- Free TRADE SHOW DOUBLE BOOTH in Sponsor's Row (\$1,200 value)
- Sponsor of Monday morning's breakfast
- Ten conference TICKETS (\$1,990 value)
- Ten TICKETS to private VIP Reception
- Distribution of COMPANY LITERATURE with conference materials

LEVEL 2 SPONSORSHIP

**GOLD KEYNOTE LUNCHEON SPONSOR:
\$15,000 (LIMITED TO 2)**

- Display of company LOGO at Keynote Luncheon, on conference lunch bag giveaway and on signage located throughout Conference Center
- Full-page color DISPLAY AD in conference program book
- Hanging of company BANNER in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$600 value)
- Eight conference TICKETS (\$1,592 value)
- Eight TICKETS to private VIP Reception
- Distribution of COMPANY LITERATURE with conference materials

**BRUNCH SPONSOR:
\$15,000 (LIMITED TO 2)**

- Display of company LOGO at Brunch and on signage located throughout Conference Center
- Full-page color DISPLAY AD in conference program book
- Hanging of company BANNER in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$600 value)
- Eight conference TICKETS (\$1,592 value)
- Eight TICKETS to private VIP Reception
- Distribution of COMPANY LITERATURE with conference materials



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LEVEL 3 SPONSORSHIP

SILVER SPONSOR (HOSPITALITY): \$10,000 (LIMITED TO 3)

- Display of company LOGO at beverage stations and on signage located throughout Conference Center
- Full-page color DISPLAY AD in conference program book
- Hanging of company BANNER in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$600 value)
- Sponsor of Tuesday morning's continental breakfast in Trade Show area
- Seven conference TICKETS (\$1,393 value)
- Seven TICKETS to private VIP Reception
- Distribution of COMPANY LITERATURE with conference materials

LANYARD NAME BADGE HOLDER SPONSOR: \$7,500 (LIMITED TO 1)

- LOGO on conference lanyard badge holder and on signage located throughout Conference Center
- Half-page color DISPLAY AD in conference program book
- Hanging of company BANNER in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$600 value)
- Six conference TICKETS (\$1,194 value)
- Six TICKETS to private VIP Reception
- Distribution of COMPANY LITERATURE with conference materials

LEVEL 4 SPONSORSHIP

SMOOTHIE SPONSOR: \$7,500 (LIMITED TO 2)

- Display of company LOGO at Smoothie station and on signage located throughout Conference Center
- Half-page color DISPLAY AD in conference program book
- Hanging of company BANNER in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$600 value)
- Six conference TICKETS (\$1,194 value)
- Six TICKETS to private VIP Reception
- Distribution of COMPANY LITERATURE with conference materials

LEVEL 5 SPONSORSHIP

NETWORKING RECEPTION SPONSOR: \$5,000

- Display of company LOGO at Monday's Networking Reception and on signage located throughout Conference Center
- Half-page color DISPLAY AD in conference program book
- Hanging of company BANNER in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$600 value)
- Five conference TICKETS (\$995 value)
- Five TICKETS to private VIP Reception
- Distribution of COMPANY LITERATURE with conference materials

VIP RECEPTION SPONSOR: \$5,000

- Display of company LOGO at VIP Reception and on signage located throughout Conference Center
- Half-page color DISPLAY AD in conference program book
- Hanging of company BANNER in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$600 value)
- Five conference TICKETS (\$995 value)
- Five TICKETS to private VIP Reception
- Distribution of COMPANY LITERATURE with conference materials



SPONSORSHIP BENEFITS

MUST RECEIVE COMMITMENT, LOGO AND AD FOR ALL SPONSORSHIPS BY AUGUST 5, 2016.

CHARGING STATION/WIFI SPONSOR: \$5,000

- Sponsors will have the opportunity to provide the attendees the ability to stay connected by charging their phones or tablets and to connect to the internet in the Trade Show area.
- Display of company LOGO at charging station and on signage located throughout Conference Center
- Half-page color DISPLAY AD in conference program book
- Hanging of company BANNER in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$600 value)
- Five conference TICKETS (\$995 value)
- Five TICKETS to private VIP Reception
- Distribution of COMPANY LITERATURE with conference materials

LEVEL 6 SPONSORSHIP

DESSERT RECEPTION: \$3,500

- Display of company LOGO at Monday's dessert extravaganza and on signage located throughout Conference Center
- Quarter-page color DISPLAY AD in conference program book
- Hanging of company BANNER in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$600 value)
- Three conference TICKETS (\$597 value)
- Three TICKETS to private VIP Reception
- Distribution of COMPANY LITERATURE with conference materials

KEYNOTE VIDEO SPONSOR: \$3,500 (LIMITED TO 2)

- Display of company LOGO at Monday's dessert extravaganza and on signage located throughout Conference Center
- Quarter-page color DISPLAY AD in conference program book
- Hanging of company BANNER in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$600 value)
- Three conference TICKETS (\$597 value)
- Three TICKETS to private VIP Reception
- Distribution of COMPANY LITERATURE with conference materials

CARICATURE SPONSOR: \$3,500 (LIMITED TO 2)

- Sponsorship of Caricature Artist at the Networking Reception and Trade Show with signage in the Caricature Area
- Quarter-page color DISPLAY AD in conference program book
- Hanging of company BANNER in trade show area
- Free TRADE SHOW BOOTH in Sponsor's Row (\$600 value)
- Three conference TICKETS (\$597 value)
- Three TICKETS to private VIP Reception
- Distribution of COMPANY LITERATURE with conference materials

LEVEL 7 SPONSORSHIP

BUS TOUR SPONSOR: \$2,500 (LIMITED TO 2)

- Sponsorship of the Bus Tour
- Display of company LOGO on Bus Tour and on signage located throughout Conference Center
- Quarter-page color DISPLAY AD in conference program book
- Free TRADE SHOW BOOTH in Sponsor's Row (\$600 value)
- Two conference TICKETS (\$398 value)
- Two TICKETS to private VIP Reception
- Distribution of COMPANY LITERATURE on Bus Tour and with conference materials

LEVEL 8 SPONSORSHIP

GENERAL SPONSOR: \$2,000

- Display of company LOGO on signage located throughout Conference Center
- Quarter-page color DISPLAY AD in conference program book
- Free TRADE SHOW BOOTH in Sponsor's Row (\$600 value)
- Two conference TICKETS (\$398 value)
- Two TICKETS to private VIP Reception
- Distribution of COMPANY LITERATURE with conference materials



PROGRAM BOOK AD/LOGO SPECIFICATIONS

MUST RECEIVE COMMITMENT, LOGO AND AD FOR ALL SPONSORSHIPS BY AUGUST 5, 2016.

AD SIZES - (NOTE: THESE CHANGE EACH YEAR)

- **Full-page:** 6.75" wide X 9.5" high
- **Half-page:** 6.75" wide X 4.5" high
- **Quarter-page:** 3.125" wide X 4.5" high

**all ads that appear on the cover should be supplied in 4-color process (full color) and should include a bleed area of .25"*

FILE FORMATS

All files should be high-resolution and should be no less than 300 DPI (Dots Per Inch).
If ad is to print in color, files should be saved in a CMYK format.

ACCEPTABLE FILE FORMATS

- High-Resolution PDF File (.pdf)
- High-Resolution JPEG or TIFF files (.jpeg or .tif)
- All logos should be made available in an Adobe Illustrator EPS file format (.eps or .ai). Please convert fonts to outlines.
This will allow your logo to print very clearly.

MAILING INFORMATION

Ads may be emailed or mailed to the HMFA, Attention: Joseph Kuzemka

- **Email:** jkuzemka@njhmfa.gov
- **Mail:** P.O. Box 18550, Trenton, New Jersey 08650
- **UPS or FedEx:** 637 South Clinton Avenue, Trenton, New Jersey 08611

QUESTIONS?

For any questions regarding ad specifications or logos, please contact Joseph Kuzemka at 609.278.7515 or via email at jkuzemka@njhmfa.gov

PAYMENT

Please remit your sponsorship fee by August 5, 2016 to: Governor's Housing Conference Attn: Carmen Santiago.

Please make checks out to Governor's Conference on Housing and Economic Development.

- **Mail:** P.O. Box 18550, Trenton, New Jersey 08650
- **UPS or FedEx:** 637 South Clinton Avenue, Trenton, New Jersey 08611



SPONSOR CHECKLIST

PLEASE REVIEW THE FOLLOWING OPTIONS CAREFULLY AND CONTACT STACY SPERA (SSPERA@DCA.STATE.NJ.US)
OR CARMEN SANTIAGO (CSANTIAGO@NJHMFA.GOV) WITH YOUR SPECIFIC NEEDS.

**** Completed Checklist & Application for Space must be received via fax, mail, or email no later than August 5, 2016 ****

Sponsorship Contact Name: _____

Contact Phone Number: _____

Contact Email: _____

TRADE SHOW BOOTH IN SPONSOR ROW

_____ YES! My company would like to have a FREE trade show booth in Sponsor's Row.
Please complete and return the enclosed application for space.

**Please note: you will still be responsible for electric hook-up fees.*

_____ NO – my company will not be utilizing a booth in the trade show.

COMPLIMENTARY CONFERENCE TICKETS

On the enclosed Sponsor Benefits Form please list the names of who will be attending the conference on behalf of your company. The number of complimentary tickets is listed in the sponsorship opportunity on the sponsorship benefits sheet.

COMPLIMENTARY VIP RECEPTION TICKETS

On the enclosed Sponsor Benefits Form please include who will be attending the VIP Reception on Sunday evening, September 18, 2016, if different than the conference ticket list above.

DISTRIBUTION OF COMPANY LITERATURE/PROMOTIONAL ITEMS

_____ YES! I would like to distribute literature or giveaway items with conference materials.
I will send 1,000 sets of these items to the HMFA by August 5, 2016 (see shipping info below).

_____ NO – I will not be sending promotional items to be distributed with conference materials.

COMPANY BANNER

_____ YES! I would like to have my company's banner displayed at the Trade Show.
I will send my banner to the HMFA by August 5, 2016 (see shipping info below).

_____ NO – I prefer not to have my company's banner displayed at the Trade Show.

SHIPPING INFORMATION

Standard Mail: P.O. Box 18550, Trenton, NJ 08650-2085
UPS and FedEx: 637 South Clinton Avenue, Trenton, NJ 08611



2016 CONFERENCE CREDIT CARD PAYMENT FORM

Please print clearly. If submitting via postal mail, send the completed form to: 2016 Governor's Conference on Housing and Economic Development, P.O. Box 18550, Trenton NJ 08650-2085 / Attn: Cynthia Gonzalez. Or, you may fax your completed form to (609) 278-8889 Attn: Cynthia Gonzalez.

SPONSOR/EXHIBITOR CONTACT INFORMATION:

Organization/Company: _____

First Name: _____ Initial: _____ Last Name: _____

Title (if applicable): _____

Address: _____

City: _____ State: _____ Zip: _____ County: _____

Telephone: _____ Fax: _____ Email: _____

CREDIT CARD PAYMENT INFORMATION:

This form contains payment information for a 2016 (please check one): ☐ Sponsorship ☐ Exhibitor

Please charge the credit card below in the amount of \$_____ for balance owed from the 2016 Governor's Conference on Housing and Economic Development.

BILLING INFORMATION:

Your name (as it appears on your credit card): _____

Type of credit card: ☐ Visa ☐ Mastercard Credit Card #: _____ - _____ - _____

Security/CVC Code (3-digit code on back of card): _____ Expiration Date (mm/yy): ____ / ____

Street Address: _____ Suite/Apt #: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ Email Address: _____

Cardholder's Signature: _____ Date: _____

- To assure your total satisfaction and avoid any confusion, please note your purchase will appear on your credit card statement with the following notation: NEW JERSEY HOUSING AND MORTGAGE FINANCE AGENCY.
- I acknowledge that the New Jersey Housing and Mortgage Finance Agency (HMFA) may use my name or company name to appear on a public list of attendees and/or sponsors.
- Requests for a billing invoice or registration confirmation must be received in writing. E-mail your request to njhousingconference@njhmfa.state.nj.us or mail to her attention at Governor's Conference on Housing and Economic Development, PO Box 18550, Trenton, NJ 08650-2085.